



S T R A T E G I C   P R I O R I T I E S   2 0 2 5 - 2 0 3 0

# BUILDING FOR OUR FUTURE



# Mission



*Building health and belonging through food,  
education, and advocacy.*

# Vision



*A compassionate, equitable community,  
where everyone is nourished.*



# Values



## **Healthy People**

*We believe that food is a fundamental human right. A healthy, well-rounded diet supports both physical and mental well-being. We strive to ensure that the food we offer fosters overall health and meets the diverse needs of those we serve.*

# Values



## **Connected Community**

*We strive to improve health and build social connections for the whole family. Our community kitchen and wellness hub are places of welcome supporting people to share skills while developing relationships of trust.*

# Values



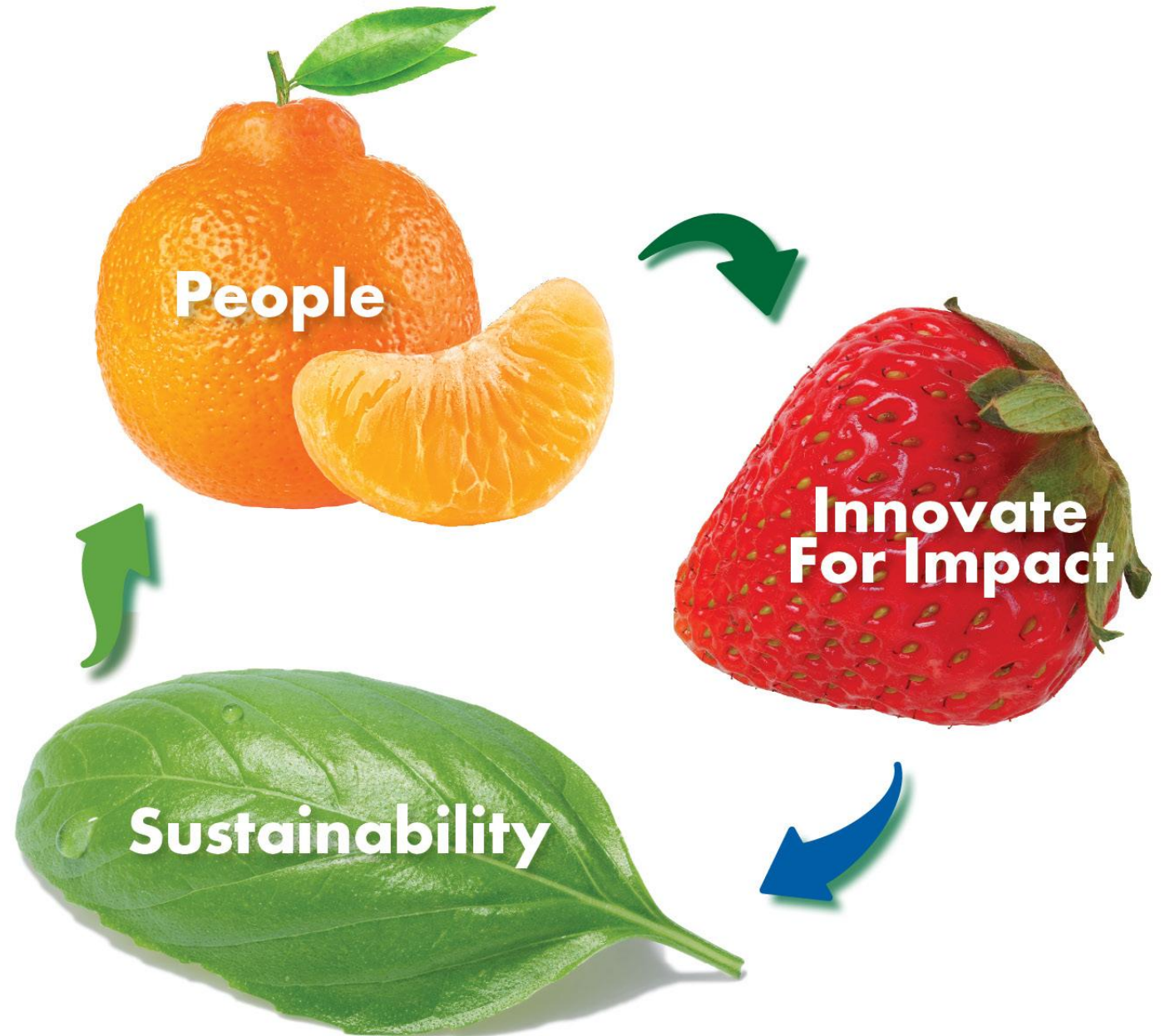
## **Environmental Sustainability**

*We wholeheartedly embrace environmental stewardship; the way we treat the earth today will affect the lives of generations to come. We will be environmental stewards by diverting good food from the landfill, disposing of waste responsibly, promoting eco-friendly packaging, and partnering with local farms and food producers.*



# Strategic Priorities

2025 - 2030









# STRATEGIC PRIORITY



## People

Foster a healthy organizational culture where a sense of belonging and opportunities for growth and development are felt by all.

## GOALS

## STRATEGY

### **Invest in our staff**

1. Create learning opportunities to further personal and professional development.
2. Strengthen talent retention and recruitment practices.

### **Advance our culture of belonging**

3. Implement a robust strategy for staff and volunteer engagement.

### **Build the diversity of our board, staff and volunteers to better reflect the communities we serve**

4. Focus on equity, diversity, inclusion, truth and reconciliation throughout Cambridge Food Bank.



## **POTENTIAL MEASURES OF SUCCESS\*:**

- Number of Food Bank Visits annually
- Training delivered for staff development including EDI, T & R
- Number of new hires/volunteers/directors reflecting diversity of the community
- Succession planning
- Engagement survey completed
- Compensation review
- Recognition of leadership acknowledgements; Track exposure events

*\*Specific targets for each measure of success to be set annually by the Board and CEO*





cambridge





# STRATEGIC PRIORITY



## **Sustainability**

Ensure organizational stability to meet the needs of our participants

## GOALS

## STRATEGY

**Establish a new home for the Cambridge Food Bank**

1. Complete the Capital Campaign and build: on budget and on time.

**Increase donations**

2. Grow donor base by creating and implementing a stewardship strategy including major donors and planned giving.
3. Increase knowledge and engagement in the community through improved marketing and branding plans.

**Achieve financial sustainability**

4. Build a comprehensive financial plan that will strengthen and diversify revenue streams.
5. Advance models for capital planning and cost management.



## **POTENTIAL MEASURES OF SUCCESS\*:**

- New building identified and confirmed in agreement
- Move to new building and operational
- Number of new financial donors' annual increase X%
- Number of food donors increased annually x%
- Risk assessment reported to board
- Capital Campaign successful
- Operational budget reflects new operational costs

*\*Specific targets for each measure of success to be set annually by the Board and CEO*







# STRATEGIC PRIORITY



## **Innovate for Impact**

Optimize our operations and network of collaborators and partners to maximize our reach

## GOALS

## STRATEGY

### **Drive Innovative Programming**

1. Investigate best practices in the Food Bank industry and implement those that will advance efficiency and impact.
2. Continue to share benefits of CFB innovate food distribution and food waste diversion models throughout the industry.
3. Investigate Hub model.
4. Bolster operations by advancing our digital capacity.

### **Champion key issues**

5. Create, implement and evaluate a robust advocacy strategy based on the health and well being Sustainable Development Goals (SDG).
6. Explore partnership opportunities that will further advance strategies to address food insecurity in our community.

## **POTENTIAL MEASURES OF SUCCESS\*:**

- Investigate & identify best practices, including HUB
- Identify individuals with a vested interest;  
Project needs of the participant community;  
and define approach
- Recommend distribution model to board
- Advocate to provincial candidates  
the food bank imperative
- Identify and confirm X new partners/  
collaborators annually
- Align policies and direction with larger  
food banks if appropriate

*\*Specific targets for each measure of success to be set annually by the Board and CEO*



